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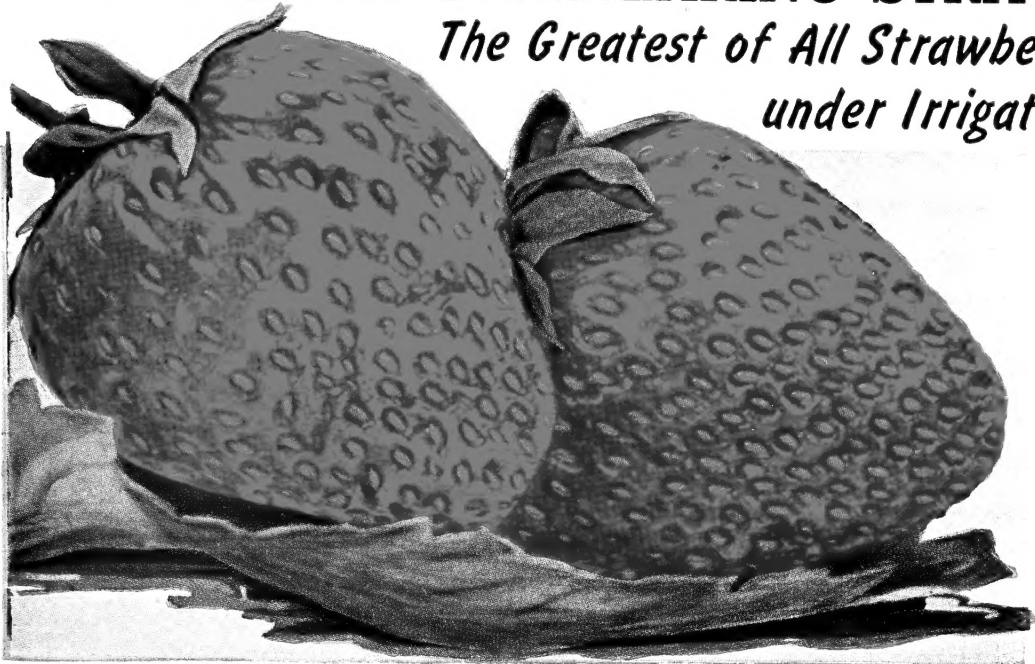


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1948

# The WAYZATA EVERBEARING STRAWBERRY

*The Greatest of All Strawberries  
under Irrigation*



**PAULSEN'S NURSERY • MINDEN, NEBRASKA**

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U. S. Department of Agriculture



# WAYZATA EVERBEARING STRAWBERRIES

*Bush Type — No Runners*

The Wayzata is the Strawberry that we recommend above all others. It has proved to be the favorite of about 90 per cent of our customers on account of its splendid flavor. From the standpoint of the man who grows it, Wayzata has further points in its favor.

It is a very strong, vigorous plant with long roots and large leaves but since it is a bush type it rarely produces any runners. This means that all the energy of the plant goes into the production of the large, well-flavored berries. The rows are not heavily matted and the same patch can easily be kept producing for four years. Flowers are carried high, which makes the berries easy to pick. Seeds are so small that they are unnoticeable, and the flavor is mild and sweet. It is a good freezing variety and does not require much sugar for canning. Wayzata is a perfect-flowering variety; that is, no other kind is needed for pollination.

All Strawberries do best on well-drained ground that has frequent irrigation. The Wayzata is no exception and because it is such a heavy bearer it demands plenty of water. Divisions often need extra water until the root systems develop. We recommend that plants be set 15 to 18

inches apart in the row and the rows 2½ feet apart. For tractor cultivation, 3 feet is better. The same depth that the plant grew in the nursery is about right, or a little deeper. When you run water between the rows the soil settles and washes away somewhat so that the row becomes high. This makes an ideal bed unless the ditch gets too deep. Full sunshine and ample irrigation are their requirements.

We do not recommend mulching for the reason that grub-worms were once introduced into our beds through this means. Instead we prefer to water every four days and soak the soil to a depth of 8 to 12 inches. Some people water every two days because their soil is so porous, and a few don't do the job as often as we do. It depends partly upon your local conditions.

Here our first crop is over by the first of July, but in two or three weeks the next one begins. Each succeeding picking becomes larger for about two months. Berries may be picked until the thermometer reaches 25 degrees above zero. Plants have withstood winter temperatures of 28 degrees below zero unmulched. We have used the mulchless system successfully for ten years. If the winter is dry and warm, one irrigation in the middle of the winter may save the plants from drying out.

To give you an idea of the crop that you can expect from Wayzata, let us tell you of our experience in 1946. Between July 15 and November 10 we re-tailed 1200 quarts of berries at 50 cents per quart. This yield was from only one-fifth of an acre. That is, the fall crop was worth \$3000 per acre.

We urge you to join the ranks of the many planters who are making a handsome profit every year from Wayzatas.

## PRICES

25 Divisions \$2.00

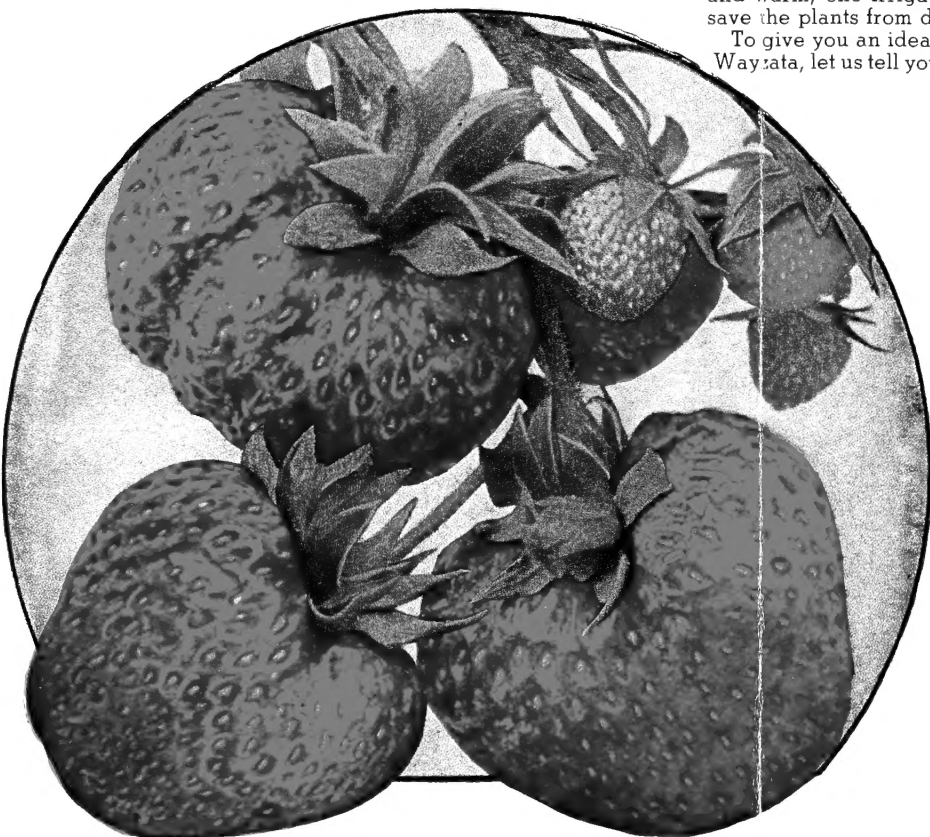
50 Divisions \$3.25

100 Divisions \$6.00

We have a few runner plants at twice the price of divisions.



**PAULSEN'S NURSERY**  
**MINDEN • NEBRASKA**





# WAYZATA—

## The Favorite of 90 per cent of our Customers

### DO YOU WANT RUNNERS OR FRUIT?

We have made repeated tests with the Wayzata Everbearing Strawberry and have found that a hundred plants produce, on an average, only five runners. If special fertilizers are used, there may be as many as 25 runners per hundred. Other varieties make many, many times that amount.

A Strawberry plant has just so much energy, and if most of it is used to form runners, there is very little left for berry production. So that leaves the choice up to the plant buyer—Do you want runners or fruit?

### HISTORY OF WAYZATA

The Wayzata was introduced back in 1932. One story is that it was found growing on a stump near a town called Wayzata. Another name for it is Rock-hill. The berries and plants of these two seem to be identical.

When Wayzata first came out it was highly recommended by all nurseries but because of the difficulty in getting plants many of them were forced to discontinue selling it. They had to substitute varieties that produce more runners and less fruit. At the present time we have about 100,000 plants but are offering only 50,000 for sale.

### WHAT YOU CAN EXPECT FROM WAYZATA

The possibility of late frosts that will ruin the spring crop indicates the wisdom of planting Everbearing Strawberries. Then if the early crop is damaged, you will have another to replace it later. And if you do get a good spring crop, the prospect of another in the fall is all the more attractive.

Wayzata plants set out in the spring will begin to bear within 60 to 90 days and will continue until severe frosts. They will again produce a crop the next June and another in the fall. This means you can expect three big crops within 18 months. It is not unusual to have fresh Strawberry shortcake for Thanksgiving dinner when you have a bed of Wayzatas. A hundred plants will be sufficient for the average family.



**PAULSEN'S NURSERY • MINDEN, NEBRASKA**

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